



Key Messages

This document has been created to help guide those playing a Connector role to ensure consistency of message when describing RMPP Action Network. You may be creating your own Powerpoint about RMPP Action Network, looking to add something into a client newsletter or designing your own collateral.

Please feel free to use these key messages below.

Note - Name

Please ensure when writing about this initiative, write **RMPP Action Network** (in full) and/or an **Action Group**.

Please do not call it 'the' RMPP Action Network, Action Network or Action Network Groups.

This is to ensure consistency and less confusion.

Key Messages

What is RMPP Action Network

RMPP Action Network is a new initiative designed to help farmers connect with other farmers and expertise so that they can confidently make changes in their business.

RMPP Action Network provides individual farmers with:

- Facilitated, supported and structured small groups of farm businesses working together (7-9 farm businesses)
- Trained and supported facilitators to guide their group and help identify expertise
- Tools and resources to support their group
- A network of experts who can share new knowledge and ideas
- Kick start funding of \$4000 per farm business which is pooled for the group to bring in expertise and pay for facilitators
- The knowledge that RMPP Action Network is built on research and international best practice

Benefits to a farming business

Farmers are very busy. What are the benefits to them by connecting in with RMPP Action Network?

As a farm business committed to RMPP Action Network they can expect:

- Professionally facilitated, results-focused small groups supporting their business through change
- Less risk to their business through kick start funding and external support
- Help finding solutions to support their business in a changing world
- Connection to trusted, independent expertise
- To tap into the knowledge and experience of other farmers

What makes RMPP Action Network different?

- **Farmer Led** – they determine the structure and rules of their group and how they spend their funds
- Farm businesses form into **small groups** (7 to 9 business/group)
- Operate with a **shared vision/focus**
- Planned and have some base **structure** – ground rules, extension plan, rolling through to individual farm business action plans
- **Well facilitated** - encouraging, focusing and supporting the exploration and adoption of new ideas
- Drawing on **Expertise** – relevant experts and information at the right time, that suits the needs determined by the group
- **Supported** – access to people and information
- Building the confidence in individual group members to take knowledge and turn it into **action on their farm**, in a way that is relevant for them. This will continually increase confidence to bring new knowledge and learning back into the group and industry – continuous improvement and growth.